

What Is eFocus?

eFocus is Pepcom's entertainment-focused media event, showcasing the latest innovations in videogames, computer games, online entertainment, television, movies, tablets, smartphones, apps, toys, gadgets, and a wide variety of consumer electronics.

When And Where Is It?

eFocus will be held from 7:00 to 10:00 pm on Monday, June 4th. The event takes place at an upscale hotel space in downtown Los Angeles. This time and location make it easy for the tradeshow and local press to attend.

Are You Affiliated With Any Tradeshow?

eFocus is an independent media event that is produced by, and a registered trademark of, Pepcom Inc. We employ our own media databases, as well as the leading press service, to make sure that the country's most influential press are invited.

Are There Speaking Or Presenting Opportunities?

No, eFocus is strictly a demo event. Many journalists and analysts dislike sitting through speeches or presentations, but happily entertain brief product demos. Pepcom events offer just that opportunity, which entices more and better media to attend.

What Kinds Of Companies Participate In This Event?

eFocus hosts a wide variety of companies. Participants in recent events include 3M, AMD, American Express, Asus, Barnes & Noble, Casio, Chevrolet, Cisco, Dell, DeLorme, Disney, EA, eBay, Energizer, FileMaker, Ford, Garmin, Gogo, Google, HP, HTC, Huawei, Intel, Intuit, Kingston, Kodak, Lenovo, LG, Magellan, MetroPCS, Microsoft, Mitsubishi, Motorola, MobiTV, Netflix, Nike, Nokia, Panasonic, Philips, RIM, Samsung, SiriusXM, Sony, Sprint, T-Mobile, TeleNav, Toshiba, Visa, Yahoo! and many more.

Are There Different Exhibiting Levels At eFocus?

Yes, we have three exhibiting levels at eFocus: Basic, Standard and Premier. Basic exhibitors may bring two company or agency representatives, and they receive a four-foot demo station with linen, signage, and power. Standard exhibitors receive a six-foot station with the same amenities, and can bring up to four representatives. Premier exhibitors have a 10-foot station and may bring up to six representatives. Internet access and computer or TV displays are also available at a discounted rate.

How Does The Event Work?

A complete upscale "walking" dinner buffet, including open bars, is provided for the press and analysts, who arrive and visit the exhibitors at their convenience. Exhibitors arrive about two hours prior to the event to set up and grab a bite to eat.

Who Handles The Publicity?

Pepcom handles all the promotion, invitations, and RSVPs for the event. We draw from our own media databases, as well as press services and tradeshow lists. We also assemble an event press kit on USB, which is given to each journalist and analyst who attends.

What Types Of Media Attend This Event?

More than 300 journalists and analysts attended the most recent eFocus event. A few of the media outlets that attended recent events include ABC, AP, BusinessWeek, CNN, Consumer Reports, Engadget, Fortune, L.A. Times, Maxim, NBC, New York Times, Newsweek, PC Mag, PC World, Popular Photography, Popular Science, Rolling Stone, Time, U.S. News, USA Today, and the Wall Street Journal. After the event, each participating company receives a list of attendees and their contact information.

Can I Request A Special Location At The Event?

We do our best to honor requests to be placed in general areas of the venue, or to be located near (or far from) other participants.

How Long Will Spots Be Available At This Event?

Like most Pepcom events, eFocus sells out every year, so we encourage you to book your spot early!

What Does It Cost?

The cost is \$5,000 for Basic exhibitors, \$8,000 for Standard exhibitors, or \$10,000 for Premier exhibitors.

How Do I Sign Up To Participate?

Becoming an exhibitor at eFocus is easy. Simply contact Jen Ferency at 561.278.5094 (jen@pepcom.com) or Jon Pepper at 212.355.6326 (jon@pepcom.com) for an exhibitor agreement form, then fax or email the signed agreement to 561.278.5603. Once you're signed up for eFocus, our event staff will contact you regarding all of the logistical details.